

Marketing Update

March 2022

Covering:

- Social media: Organic
- Social media: Paid
- Email marketing
- Digital / Search Campaigns
- Website analytics
- Public Relations
- Trees for Cities
- Sales Enquiries
- Next steps

Highlight

Youth Council Applications:

59 young people applied (26% increase compare to last years number of applications)

“The applications this year were outstanding with a particular highlight being the understanding young people have of the barriers others their own age face today.


I'm looking forward to working with our diverse youth council to help us overcome these barriers and to continue to provide opportunities for young people to engage with the outdoors.”

- Dylan Byrne, Youth Engagement Officer



Social – Facebook

Top Posts – By Organic Reach





The Field Studies Council
 14 March · 🌍


🌱 Love trees, but don't know what you're looking at?


We are offering free places on spring tree identification and care training courses to residents of 7 coastal areas in England: Bexhill-on-Sea, Brighton & Hove, Great Yarmouth, Hull, Portsmouth, Ramsgate, and Stockton-on-Tees, plus their surrounding urban areas.


Training will take place throughout May in each location and online. You can register your interest in taking part in a face-to-face course in one of the 7 place... [See more](#)



Field Studies Council



TREES FOR CITIES


Green Recovery Challenge Fund


Department for Environment, Food & Rural Affairs


The National Lottery Heritage Fund


Environment Agency



EU

FREE TRAINING COURSE

Learn about your local trees in spring from expert tutors

Exclusive for residents of Bexhill, Brighton & Hove, Great Yarmouth, Hull, Ramsgate, Portsmouth & Stockton-on-Tees and their surrounding areas

[REGISTER TODAY]



👍 **Get more likes, comments and shares**

When you boost this post, you'll show it to more people.

9,984
 People reached

232
 Engagements

Boost post

👍👍👍 Lynne McFarlane, Danni Quinn and 32 others

4 Comments 24 shares

Performance for your post

9,984 People Reached

85 Reactions, comments & shares

47 Like	33 On post	14 On shares
3 Love	1 On post	2 On shares
11 Comments	5 On Post	6 On Shares
24 Shares	24 On Post	0 On Shares


147 Post Clicks

17 Photo views	31 Link clicks	99 Other Clicks
--------------------------	--------------------------	---------------------------

NEGATIVE FEEDBACK

2 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts




The Field Studies Council

2 March · 🌍

Britain only has three native conifer trees, the Scots Pine, Yew and Juniper. Many of our conifer forests contain non-native species, but would you be able to tell them apart? 🌲

Many conifer trees have leaves known as 'needles', but not all needles are the same. Some grow in bunches on the end of branches, others grow in pairs and some on their own. They can vary in shape from rectangular, pointed or rounded – plus, some species have thick fern-like foliage 🌿

Not only foliage... See more



7,201

People reached

83

Reactions, comments & shares

63

Like

60

On post

3

On shares

9

Love

9

On post

0

On shares

4

Comments

3

On Post

1

On Shares

7

Shares

7

On Post

0

On Shares

144

Post Clicks

14

Photo views

84

Link clicks

46

Other Clicks

NEGATIVE FEEDBACK

1

Hide post

3

Hide all posts

0

Report as spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

🌱

Get more likes, comments and shares

When you boost this post, you'll show it to more people.

7,201

People reached

227

Engagements

Boost post

👍❤️

69

1 Comment

7 shares

15,600

Page Likes

15,600
Page
Likes

Facebook Shopping – 1,683 views 153 clicks to website

Social – Twitter

12,399
follower
s

March 2022 Twitter summary

Top media Tweet earned 1,381 impressions

🌱 Phenology is a branch of science all about the timing of natural signs of the seasons - such as the arrival of swallows.

🌷 Is there an occurrence in nature that alerts you to arrival of a new season?

ow.ly/PITW50I7Ycz

#Phenology #Season #Winter #Spring
#SignsOfSpring
pic.twitter.com/1ewRh9Njh3



👁️ 2 🔄 5 ❤️ 14

Top Tweet earned 2,753 impressions

Spring is one of the best times to gain new skills & knowledge about the plants around us.

We have courses from introductory to intermediate, in-person and online, & many follow a progressive framework.

👉 Click here for our upcoming botany courses: bit.ly/3vTP6Ta
pic.twitter.com/uva6jkSPuh



👁️ 4 ❤️ 5

MAR 2022 SUMMARY

Tweets
41

Tweet impressions
28.9K

Profile visits
5,177

Mentions
181

New followers
61

Social – Instagram

6,239 followers (current total)



889 views · Liked by annaand3kids

field_studies_council Have you ever seen a grass snake? And if so, was it acting like this?... 🤔 ... more

View all 3 comments

10 March



Liked by this.is.rosh and 105 others

field_studies_council Do you know who would live here? Here are some clues... 🔍 ... more

View all 9 comments

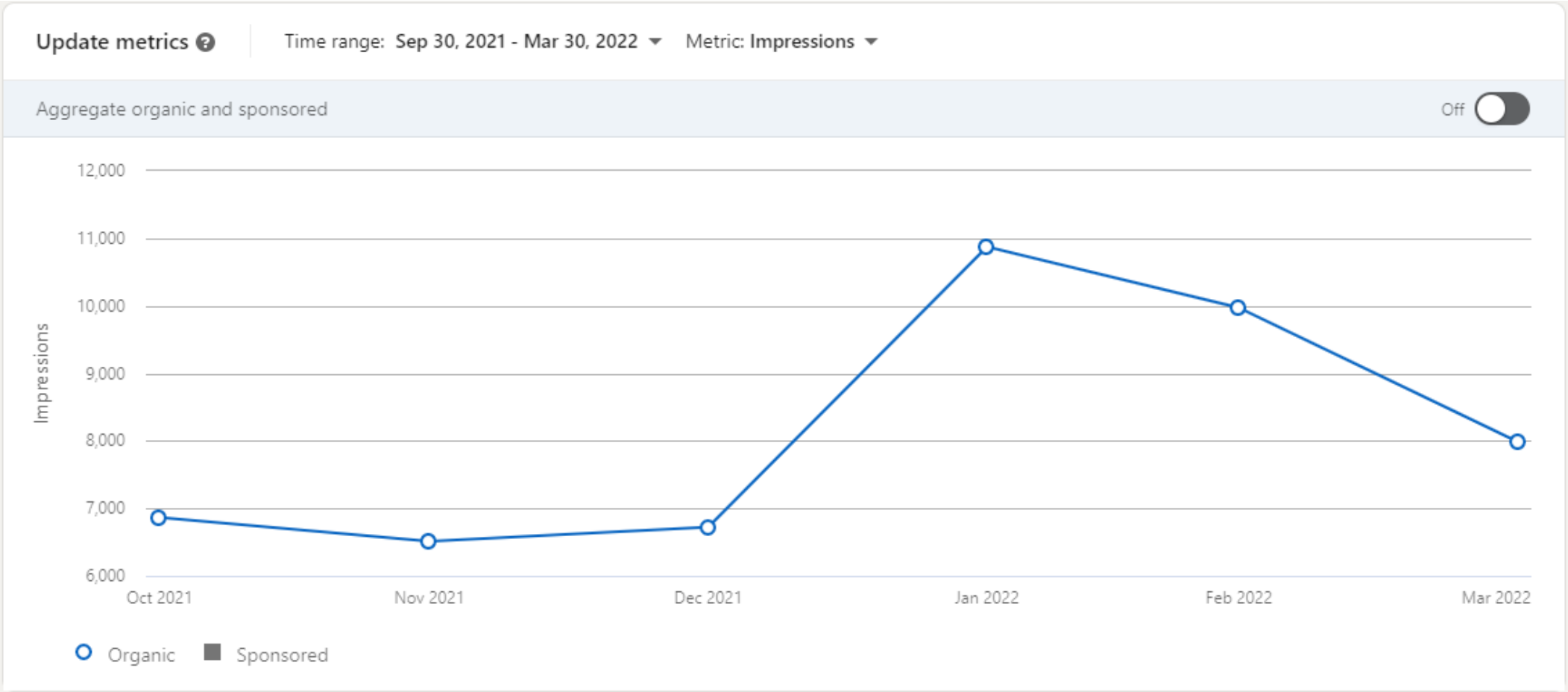
13 March

3.5k
lifetime
linktree
clicks

462
February
linktree
clicks

Social – LinkedIn

Clicks over the past 6 months:



Social – LinkedIn

Impressions in March:



Social – Facebook: paid

Publications – General Public

2 new audiences, illustrators and walkers, had a positive outcome.

Boosting organic posts was also successful.

Spring Guides and Gifts Campaign

The hedgerow guides performed well but the gifts didn't attract as much interest.

Spend: £597

Value of purchases from ads: £2318

Return on investment: +£2.88 per £1 spent

Comments:

- The shop visitor retargeting requires looking at, as it is not resulting in traffic or sales
- Remarketing to Facebook engagement continues to be the most successful

The image displays three overlapping screenshots of Facebook advertisements for The Field Studies Council. The top ad features a green circular logo and the text 'The Field Studies Council Sponsored'. It promotes a 'Guide to Hedgerows' with a detailed illustration of various plants and animals. The ad includes a 'Tap to view products' button and a 'SHOP NOW' button. The bottom ad shows a similar layout but with a 'Like' button and a 'Comment' button. The middle ad shows a 'Share' button. The ads are set against a white background with a green border.

The Field Studies Council
Sponsored · 🌿

🌿 Hedges are thought to have become common in the Bronze Age, around 3,000 years ago, as man moved from hunter- ...See more

Guide to Hedgerows

Plants

- Age - as a rough guide, each species found within a 10m length will represent 100 years, so 5 species will mean it was established in the 16th century (though not ALWAYS precise)
- The most common hedgerow shrub is hawthorn used since the Roman period

Mammals

- The food and cover will attract a variety of mammals such as badgers, hedgehogs and shrews
- One way you can tell which mammals are using a hedge by looking at how discarded hazelnut shells are gnawed
- Squirrels split the shell whereas mice and voles gnaw a round hole.
- The disturbing decline of bats is linked to the corresponding destruction of hedgerows - home to 7 species

The Field Studies Council
Nonprofit Organization

Guide to Hedgerow
£3.75

Hedgerows Guide
£3.75

Like Comment Share

Social – Facebook: paid

Publications - Careers

Specialised publications were promoted encouraging ecologists to upskill and overcome the reported skills gap

Professional Development

Phase 1, Grasses and Ferns

Spend: £500

Value of purchases from ads: £876

Return on investment: +£0.75 per £1 spent

Comments:

- Nature Interest was the best performing audience
- Out of stock items may be one cause for low performing ads

The image displays two overlapping Facebook advertisements for The Field Studies Council (FSC). Both ads are sponsored and feature the FSC logo and a green leaf icon. The text on both ads reads: "Our Guides and Keys improve your vegetation ID skills and help close the Ecological Skills Gap identified in early careers and graduates".

The foreground ad is for "Grasses AIDGAP" and features a circular image of a grassy field. The price is listed as 16.50, and there is a "Shop now" button. The background ad is for "Ferns AIDGAP" and features a circular image of various ferns. The price is listed as 9.00, and there is a "Shop now" button.

Both ads show engagement metrics: "David Burnell ..." with "2 Comments" and "13 Shares". The bottom of the ads shows interaction buttons: "Like", "Comment", and "Share".

Social – Facebook: paid

Eco Skills

With a large number of courses on the website, the adverts have targeted subjects, virtual, and intermediate courses

Quarter 3 Course Promotions

Audiences have included a higher level of natural science interest, and retargeting the natural history page views.

Spend: £1418

Value of purchases from ads: £4668

Return on investment: £2.68 per £1 spent

Highlights:

- We have had more success with Facebook ads promoting the intermediate courses and virtual courses.

The Field Studies Council
Sponsored · 🌿

Get 10% off Intermediate Biodiversity courses with code NATURE10. Perfect for natural history enthusiasts, students, and ...[See more](#)

The Field Studies Council
Sponsored · 🌿

Learn all about plants - from Trees to Grasses and Botany. Take at all levels, nationwide and online

Learn about Plants

Learn Sur Terrestria

Andrew

Like

Botany and Plant Courses **Book now** **Sign up course**

Emma Sparrow and ... 1 Comment 4 Shares

Like Comment Share

The Field Studies Council
Sponsored · 🌿

Online Natural History Courses. Expert tutor lead study at home, to build your career skills or start a new hobby. Our nature ...[See more](#)

Discovering Reptiles
ID and Ecology

Level Reptiles

Discovering Reptiles: **Sign up** **Improv Funai F**

Terry Smyth and 4 others 1 Comment

Like Comment Share

Email campaigns

General Emails

- **March Newsletter 1st March 2022:** Opened 46% Clicked: 8%
- **Resend - March Newsletter 5th March 2022:** Opened 18% Clicked: 4%
- **Jobs Update 21st March:** Opened 66% Clicked: 24%

Biodiversity Emails

- **Beetles, Bees, wildflowers and ants, new courses 8th March 2022:** Opened 52% Clicked: 12%
- **Resend - Beetles, Bees, wildflowers and ants, new courses 8th March 2022:** Opened 22% Clicked: 5%
- **Biological Recording, Wildlife Tracking and Marine Mammals - Courses and Events 24th March:** Opened 51% Clicked: 10%
- **Resend - Biological Recording, Wildlife Tracking and Marine Mammals - Courses and Events 24th March:** Opened 22% Clicked: 4%
- **Natural History courses and events in spring 31st March:** Opened 47% Clicked: 9%

Email campaigns

Education Emails

- **Resend – Secondary non-returner 8th March:** Opened 6% Clicked: 0%
- **Resend - Primary non-returner 8th March:** Opened 9% Clicked: 0%
- **Resend – Day trips non-returner 8th March:** Opened 9% Clicked: 3%
- **University non-returner 2nd March:** Opened 33% Clicked: 0%

EdCo Autumn Residentials, Summer Day campaign & Sheffield Grants for Schools

- **Day trips:** Opened 9.4% Clicked 4% Direct Enquiries **16**
- **Primary residential:** Opened 10% Clicked 3%
- **Secondary residential:** Opened 11.5% Clicked 5% Direct Enquiries **8**
- **Grants for Schools in Sheffield:** Opened 25% Clicked 6% Applications **6**

Digital/Search Campaign

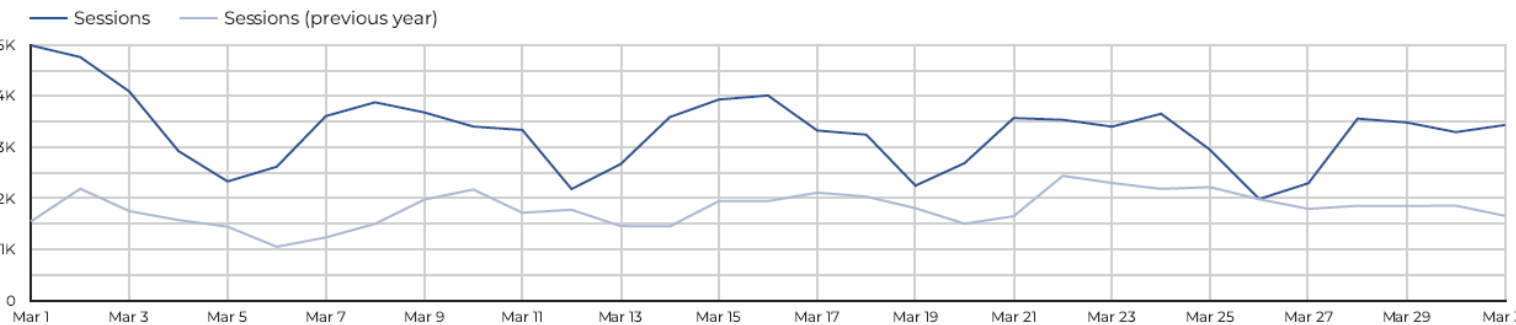
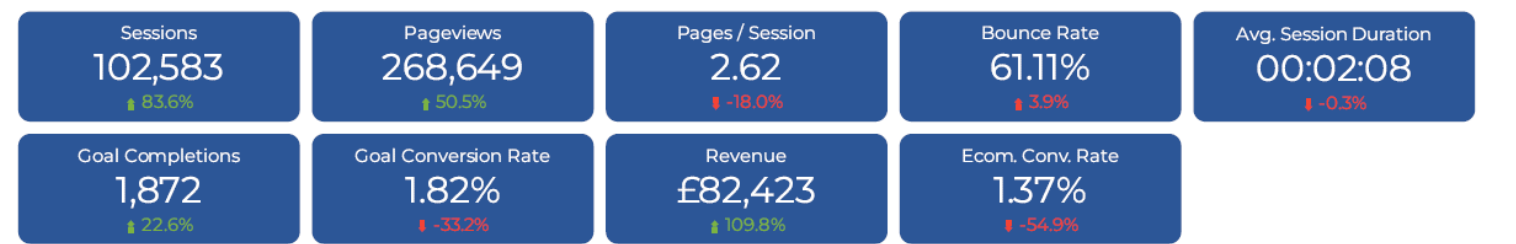
Year-on-year figures are looking very good, with conversions up 22%, sessions up 83%, and revenue up 109%. This increase can be partially attributed to the lowered traffic last year during COVID-19 lockdowns.

Month-on-month traffic has also seen a large seasonal boost, and revenue is at the highest point in the last 6 months.

Higher keyword rankings have seen minimal changes, although there have been larger fluctuations lower down the ranks, on pages 3 onwards.

Google Ads numbers have also seen significant increases, with conversions and revenue in particular both up over 300%. Traffic is up 129%, although dipped towards the end of the month due to a payment issue causing no ads to run.

Overall traffic – 1 – 31 March 2022



Month of Year ▾	Sessions	Pageviews	Bounce Rate	Avg. Session Duration
Mar 2022	102,583	268,649	61.11%	00:02:08
Feb 2022	77,726	221,437	59.83%	00:02:26
Jan 2022	76,363	229,918	55.14%	00:02:25
Dec 2021	47,886	146,261	56.45%	00:02:28
Nov 2021	80,335	228,089	59.72%	00:02:17
Oct 2021	66,515	187,743	61.25%	00:01:53

Website Analytics

Comparing to data from previous month:

1st – 28th February 2022

User sessions: 77,726

School enquiry form submissions: 64

Courses purchased: 1,390 = £61,845*

Publications purchased: 2,158 = £10,626

1st – 31st March 2022

User sessions: 102,583

School enquiry form submissions: 164

Courses purchased: 1,658 = £65,080

Publications purchased: 3,215 = £15,487

**Note many payments will be deposits so the actual value of sales is higher.*

Website Analytics

Comparing to data from the same month of the previous year:

1st – 31st March 2021

User sessions: 55,866

School enquiry form submissions: 10

Courses purchased: 1,819 = £19,759

Publications purchased: 3,503 = £17,196

1st – 31st March 2022

User sessions: 102,583

School enquiry form submissions: 164

Courses purchased: 1,658 = £65,080

Publications purchased: 3,215 = £15,487

**Note many payments will be deposits so the actual value of sales is higher.*

Public Relations

March focus:

- Grants for Schools in Sheffield and NE Derbyshire area. This work is ongoing with a focus on trying to engage local BBC Radio to cover the story.
- FSC's important role in supporting teacher's post-pandemic with fieldwork training. This work is currently ongoing but has already secured coverage on the UK's leading charity news publication Charity Today.

School grants

- <https://www.thestar.co.uk/education/mystery-donor-gives-ps40000-to-charity-that-helps-sheffield-schoolchildren-access-outdoor-learning-experiences-3615623>
- <https://www.dailyadvent.com/gb/news/223ee0decdbf9a48aa4af0517d70651b-Mystery-donor-gives-40000-to-charity-that-helps-Sheffield-schoolchildren-access-outdoor-learning-experiences>
- <https://www.facebook.com/page/63449943413/search/?q=Mystery%20donar>
- <https://newstoyou.uk/grants-to-help-sheffield-schools-fund-outdoor-residential-trips/>
- <https://bdaily.co.uk/articles/2022/03/24/grants-to-help-sheffield-schools-fund-outdoor-residential-trips>

Teacher training courses

- <https://www.charitytoday.co.uk/uk-outdoor-education-charity-helps-teachers-build-confidence-in-fieldwork/>

Other coverage

- <https://edition.pagesuite-professional.co.uk/html5/reader/production/default.aspx?pubname=&edid=fec82367-666a-43ca-b459-2825e0056c6f>
- <https://www.largsandmillportnews.com/news/19983456.lecturer-swaps-life-classroom-new-role-heading-millport-field-studies-centre/>

Public Relations

Shropshire Primary Outdoor Learning Conference

Field Studies Council was represented at the Shropshire Primary Outdoor Learning Conference.

We had an exhibition stand managed by two members of the sales team and Arran & Jonathan from PM delivering two practical workshops entitled the 'Outdoor Learning Toolkit'.

"The workshop seemed to go down well, and the delegates particularly enjoyed the hands-on elements that Jon had set up, with invertebrate tanks, rock and soil activities, tree measuring and mammal shelters. We received positive feedback from the attendees and lots of interest in what else we offer and about day visits to PM." AH



Trees for Cities

At the end of 2021, Field Studies Council secured funding to deliver community training and resources as part of a £1.2M project secured by [Trees for Cities](#) to increase tree cover in smaller coastal cities and towns.

Guide Campaign (October – January)

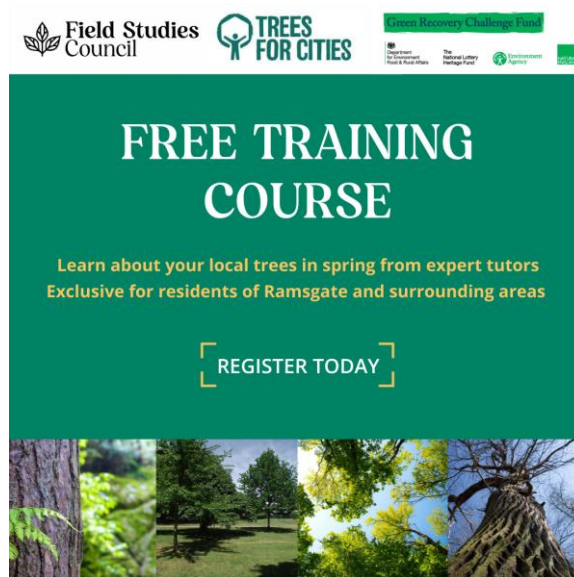
13,065 people received guides:

- 2,025 individuals received one guide each
- 11,040 individuals received 5,525 guides through their 510 groups

Training Campaign (March - April)

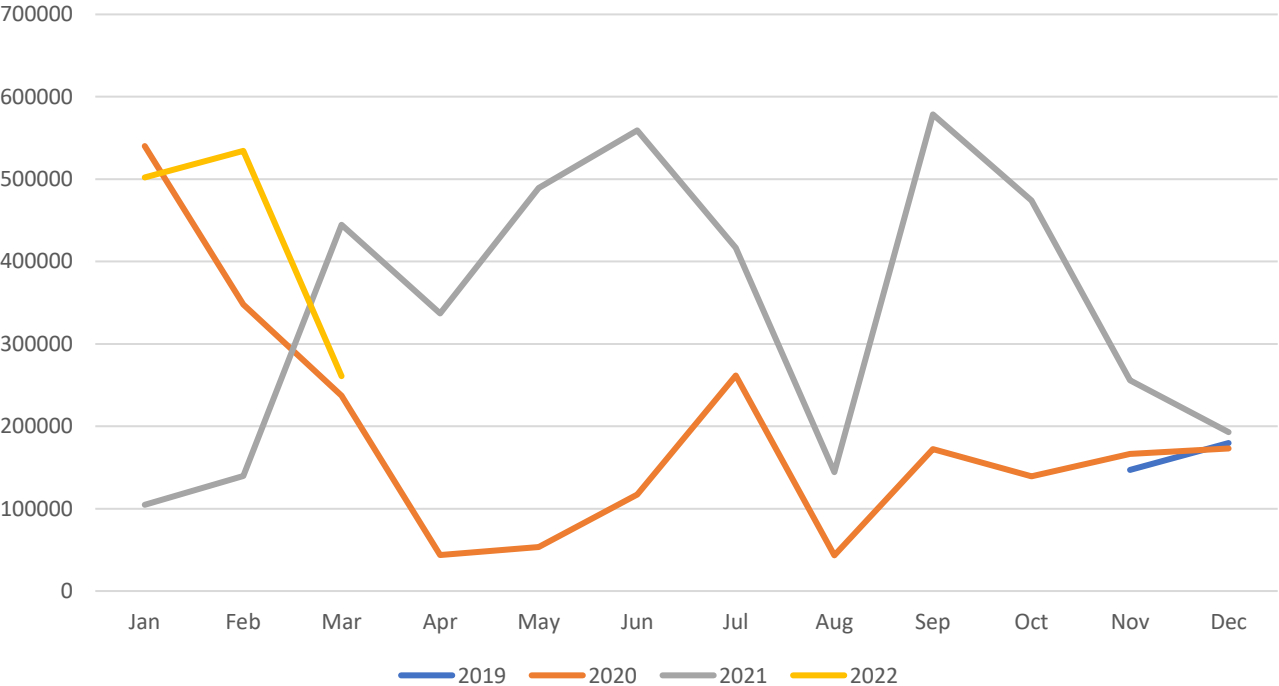
537 eligible registrations for 228 spaces:

- 37% have little to no tree knowledge
- 57% heard about the opportunity through our communications



Sales Enquiries

Value of enquiries generated from marketing activity £



Marketing activity:

Enquiries through website, social media, telephone/email, paid directories and direct response.

Comment:

Mar 2022 enquiries at £261k showing a drop from Mar 2021 but higher overall for the 1st quarter of 2022 compared to 2021. The higher number of generated enquiries in Jan and Feb has allowed more time for conversion to 2022 bookings. We plan a reduction now as rebooking work increases in the sales team.

Plan:

Targeted activity through summer 2022 focusing on areas that are not meeting forecast/budget. Balancing number of enquiries generated against workload in sales team from rebooking/summer demand.

Next Steps –April

Schools

- GA Conference
- Plan non-returner campaign – revise date fields
- Education newsletters: primary, biology, geography, university
- Research student fieldwork vlog creation
- Ongoing organic social media

Publications

- Continuing with Google Shopping
- Improving the gift page SEO
- Looking into influencer marketing
- Running Facebook adverts for gift and spring guides for individuals, and more specialised ecology AIDGAP publications for career level interest.
- Expanding to new audiences – walking and illustrators
- Continuing organic posts encouraging one click journey to items within the Facebook shop, looking at more interactive posts inc video
- Promoting new guides Jellyfish, and Mammals Tracks and signs

Eco-Skills

- Atropos lepidoptera print advert
- Running Facebook adverts for quarter 3 courses
- Changing our organic strategy to include more regular organic species led and course specific content posts
- Ensuring all Natural History courses are advertised on the relevant centre social media pages
- Preparing a BBC Wildlife solus email

BioLinks

- Release July courses
- 2 regular newsletters

Leisure

- Facebook campaign to run over 3 areas during March (Paint, Draw, Create)

Foundation

- Young Darwin Scholarship campaign

Public Relations

- GA Conference
- Young Darwin scholarship campaign
- GCSE in Natural History announcement
- Landscape & Urban Design editorial - EcoSkills

Trees for Cities

- Delivery of free spring training course
- Research into marketing agency to reach younger audience
- Communications of next guide being posted
- Communicate and open registrations for summer training course